

# CATCH A BLOCKBUSTER MARKETING WAVE

## WATERWORLD



**ocean**

*Beyond*  
THE CURRENT



# The Year's Biggest Movie De

## Platforms



## Product Publicity

- NATIONAL COVERAGE of all Ocean SKUs in mainstream entertainment print and broadcast media
- National sample product mailing to top-tier gaming editors to ensure TIMELY GAME REVIEWS in leading video game publications
- FEATURE STORY placement of Ocean's game in all coverage of Virtual Boy launch—supported by Nintendo's national publicity push
- Mass-market publicity and awareness blitz from MCA/Universal's MULTI-MILLION DOLLAR movie campaign

## Advertising Support



- More than 12 MILLION video game media impressions
- Extensive NATIONAL TELEVISION advertising for the MCA/Universal movie



# Delivers a Marketing Splash

## Retail Promotion

- NATIONAL CONSUMER SWEEPSTAKES features a grand-prize giveaway of a motorized watercraft like the ones in the movie
- On-pack sweepstakes burst and IN-PACK ENTRY CARD incent consumer product purchase
- Watercraft giveaway and entry information **FEATURED IN ALL PRODUCT ADVERTISING**

## Internet Promotions

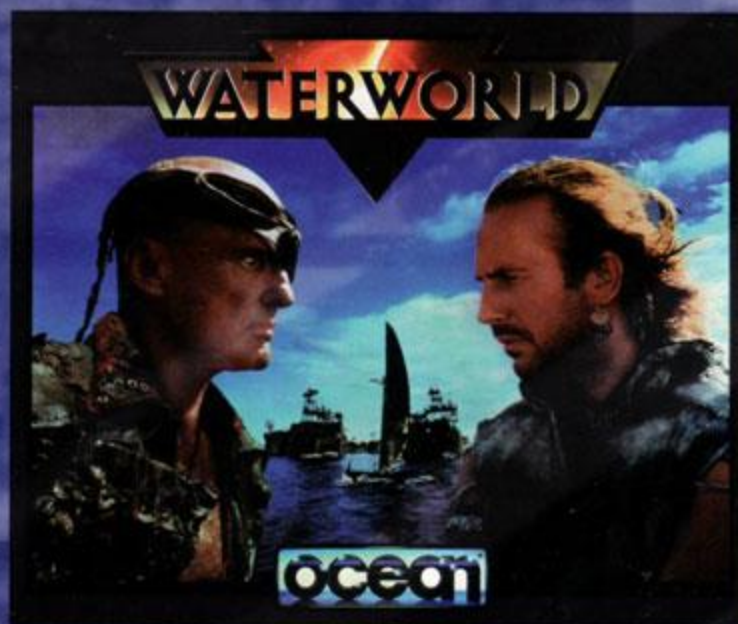
- INTERACTIVE PRODUCT ADVERTISING on Ocean's web site:



- ON-LINE RETAILER LISTING
- Consumers can get actual GAME SCREEN DOWNLOADS of Waterworld at the Ocean site
- Special site areas include SECRET GAME HINTS AND TIPS
- ON-LINE SWEEPSTAKES ENTRY for the watercraft giveaway

## Retail Merchandising

- High-impact POP support for Waterworld includes COUNTER CARDS and MOVIE POSTERS
- CUSTOMIZED watercraft giveaway support materials available upon retailer request







In the wake of the release—and merchandising blitz—of the action-adventure movie event of 1995, comes Ocean's multi-SKU launch of **Waterworld**—the most anticipated video game license since *Jurassic Park*.™

Based directly on the MCA/Universal epic starring Kevin Costner and Dennis Hopper, *Waterworld* pits gamers as the Mariner, cast in a struggle for survival—and dry land—against the ruthless Deacon and his army of Smokers.

Advanced graphic technology creates a fully dynamic virtual ocean, texture-mapped models, particle explosions and an incredible first-person cinematic play perspective.

**Waterworld** is on course to become the blockbuster video game title of 1995.

## Product Specs

Platform:	UPC Code:
Super NES:	0-20295-03028-5
Virtual Boy:	0-20295-13001-5
Genesis:	0-20295-06006-0
Saturn:	0-20295-10001-8
Game Boy:	0-20295-02018-7
Category:	Action-Adventure
# of Players:	Virtual Boy: 1 to 9 All Others: 1

# With Waterworld, It's Smooth Selling All The Way.

## Key Product Features

- Based directly on the blockbuster MCA/Universal film starring Kevin Costner and Dennis Hopper
- Every detail of gameplay developed in accordance with the most expensive—and expansive—movie storyline in the history of Hollywood
- Boasts a fully dynamic virtual ocean with staggeringly dynamic water surface, texture-mapped models and particle explosions
- Unrivalled cinematic camera vantage transitions literally immerse gamers into this turbulent adventure



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